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U. S. Department of Agriculture

1953

Seed Annual

OUR **57**th YEAR



OUR MODERN CLEANING AND TREATING PLANT

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AGRICULTURAL CHEMICALS

MCMAHON COMPANY, INC.

Two Fine Stores to Serve You

RAPID CITY

STURGIS



REGISTERED BRANDS **LAWN GRASS**

Postage Prepaid

TOP LAWN SEED

A selected blend, of the finest quality seeds, that we have developed after years of experience. All of the grasses in it are fine bladed and deep rooting. There just isn't a better combination for this area. Sow 5 lbs. per 1,000 sq. ft.

1 lb. \$1.05 5 lbs. \$5.00 10 lbs. \$9.50

WESTERN LAWN SEED

A blend made up of fine grades of Kentucky Blue Grass, Rye Grass, Red Top Grass, and White Dutch Clover that will give you good results.

1 lb. \$.75 5 lbs. \$3.50 10 lbs. \$6.50

KENTUCKY BLUE GRASS

Produces a velvety dark green lawn of close thick turf. Maintains its green color until late in fall. Roots are deep, and plants are very hardy.

1 lb. \$1.00 5 lbs. \$4.75 10 lbs. \$9.00

RED TOP

A fast growing grass that is ideal for use in mixtures and is highly adapted to a wide variety of soils and conditions.

1 lb. \$.95 5 lbs. \$4.50 10 lbs. \$8.50

WHITE DUTCH CLOVER

A small, close growing, dwarf clover used extensively in making lawns. It is a rapid grower with spreading habits, and can be cut close to the ground without injury to the plant.

1 lb. \$.95 5 lbs. \$4.50 10 lbs. \$8.50

SHADY NOOK SEED

A blend of shade enduring grasses that will produce excellent results in shaded areas.

1 lb. \$1.10 5 lbs. \$5.25 10 lbs. \$10.00

POA TRIVIALIS

Especially for shady places where it is difficult to get a satisfactory lawn. Requires frequent watering.

1 lb. \$1.00 5 lbs. \$4.75 10 lbs. \$9.00

BUFFALO GRASS

A low growing perennial grass that spreads by surface runners. For dryland lawns sow 1 lb. per 400 sq. ft. Treated for quick germination.

1 lb. \$1.50 5 lbs. \$7.25 10 lbs. \$14.00

FAIRWAY STRAIN, CRESTED WHEATGRASS

The dryland lawn grass that can be used to a fine advantage in lawns, fairways, school yards, parks, and farm lawns. This is shorter, has more leaves than the regular strain. Sow 1 lb. to 100 sq. ft.

1 lb. \$.75 5 lbs. \$3.50 10 lbs. \$6.50

RYE GRASS

An excellent "nurse" grass where a quick growth is wanted. Not long lasting. Good in moist soils.

1 lb. \$.25 5 lbs. \$1.15 10 lbs. \$2.00

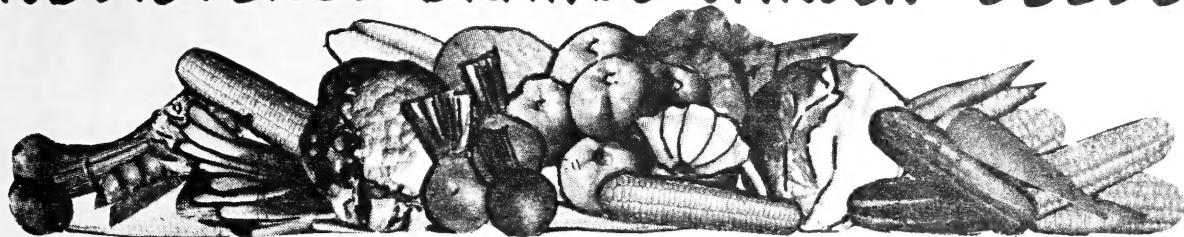
HIGHLAND BENT GRASS

It is fine leaved, bright green in color, and creeps both below and above the ground. The hardiest of all Bent grasses.

1 lb. \$1.40 5 lbs. \$6.75 10 lbs. \$13.00

Buy with confidence — Plant with confidence — REGISTERED BRANDS SEEDS

REGISTERED BRANDS GARDEN SEEDS



Garden seeds are all quoted POSTAGE PAID, and shipments will be made the same day your order is received. All our garden seeds are selected and grown under climatic conditions suited to this climate and will give excellent results under average conditions.

All Garden Seeds available in 10¢ packets. Add 2% Sales Tax to all Garden Seed Orders.

BEANS

	½-lb	1-lb	3-lb
Improved Golden Wax	.30	.50	1.30
Pencil Pod Blk. Wax	.25	.45	1.10
Tendergreen	.25	.45	1.10
Burpee's Stringless	.25	.45	1.10
Kentucky Wonder	.25	.45	1.10
Henderson Bush Lima	.25	.45	1.10
Navy Beans	.20	.30	.80

BEETS

	Oz.	¼-lb	½-lb
Early Blood Turnip	.15	.45	.80
Crosby's Egyptian	.15	.45	.80
Detroit Dark Red	.15	.45	.80
Swiss Chard Silver	.15	.45	.80

BRUSSELS SPROUTS

	Pkg.	Oz.
Dwarf Improved	.10	.30

CABBAGE

	Oz.	¼-lb
Golden Acre	.25	.75
Copenhagen Market	.25	.75
Ferry's Hollander	.25	.75
Late Flat Dutch	.25	.75

CARROTS

	Oz.	¼-lb	1-lb
Chantenay	.20	.60	1.80
Danvers Half Long	.20	.60	1.80
Ox Heart	.20	.60	1.80
Nantes Coreless	.20	.60	1.80

CAULIFLOWER

	Pkg.	Oz.
Snowball	.25	1.60

SWEET CORN

	½-lb	1-lb	5-lb
Golden Hummer	.20	.35	1.50
Golden Bantam	.20	.30	1.20
Golden Sunshine	.20	.35	1.50
Tendergold Hybrid	.30	.50	2.25
Golden Bantam Hybrid	.30	.50	2.25
Golden Rocket	.30	.50	2.25

CUCUMBERS

	Oz.	¼-lb	1-lb
Everbearing	.20	.60	1.80
Chicago Pickling	.20	.60	1.80
Imp. Long Green	.20	.70	2.10
Early White Spine	.20	.60	1.80
Straight 8	.20	.70	2.10

LETTUCE

	Oz.	¼-lb
Blk. Seeded Simpson	.20	.60
Prizehead	.20	.60
New York 515 (Head)	.35	1.00

MUSKMELON

	Oz.	¼-lb	1-lb
Rockyford (green)	.25	.70	2.00
Hales Best	.25	.70	2.00
Honey Rock	.25	.70	2.00
Hearts of Gold	.25	.70	2.00

NASTURTIUMS

Sweet Peas

	Oz.	¼-lb	1-lb
Tall Mixed	.25	.75	
Nasturtiums	.25	.75	
Spencer Giant			
Sweet Peas	.25	.75	2.25

ONION SETS

	1-lb	5-lb
White Onion Sets	.25	1.00
Yellow Onion Sets	.25	1.00

ONIONS

	Oz.	¼-lb
So. Port White Globe	.60	1.80
Yellow Globe	.50	1.50
Yellow Sweet, Spanish	.50	1.50

BERMUDA ONIONS

	1 Bunch	5 Bunches	10 Bunches
	.20	.90	1.75

PARSNIPS

	Oz.	¼-lb
Hollow Crown	.15	.45

PEAS

	½-lb	1-lb	3-lb
American Wonder	.25	.40	1.00
Little Marvel	.25	.40	1.00
Everbearing	.25	.40	1.00
Laxtonian	.25	.40	1.00
Alaska	.25	.40	1.00
Dwarf Telephone	.25	.40	1.00
Dwarf Grey Sugar	.25	.40	1.00

PEPPERS

	Oz.	¼-lb
Bell or Bull Nose	.50	1.75

HERBS

	Oz.	¼-lb
Dill	.15	.40

PUMPKINS

	Oz.	¼-lb	1-lb
Connecticut Field	.20	.60	1.80
Sugar Pie	.20	.60	1.80
Cheyenne Bush	.20	.60	1.80

RADISHES

	Oz.	¼-lb	1-lb
Early Scarlet Globe	.15	.35	.95
French Breakfast	.15	.35	.95
Crimson Giant	.15	.35	.95
White Icicle	.15	.35	.95
Early Sc. Turnip	.15	.35	.95
Rose Winterlong	.15	.35	.95

RUTABAGAS

	Oz.	¼-lb	1-lb
Imp. Am. Pur. Top	.15	.35	.95

SPINACH

	Oz.	¼-lb	1-lb
Bloomsdale	.10	.30	.75
King of Denmark	.10	.30	.75

SQUASH

	Oz.	¼-lb	1-lb
Warty Hubbard	.20	.60	1.75
Table Queen	.20	.60	1.75
Yl. Sum Cr'kneck	.20	.60	1.75

TOMATOES

	½ Oz.	Oz.
Ground Cherry	.50	.90
John Baer	.30	.50
Earliana	.30	.50
Marglobe	.30	.50
Sioux	.40	.70
Stokesdale Hybrid	.25	per pkg.

TURNIPS

	Oz.	¼-lb	1-lb
Purple White Globe	.10	.30	.90
White Egg	.10	.30	.90

WATERMELONS

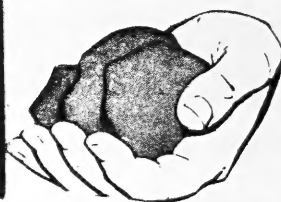
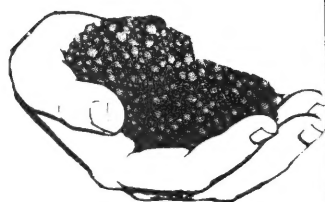
	Oz.	¼-lb	1-lb
Dixie Queen	.20	.55	1.60
Coles Early	.20	.55	1.60
Kleckley's Sweet	.20	.55	1.60
Early Kansas	.20	.55	1.60
New Hampshire	.40	1.20	3.50

Free THE Garden Book of the Year

A COMPLETE GUIDE FOR THE HOME GARDENER—Containing more real, down to earth information than any seed catalog you've ever read. Write or ask for yours now.

McMAHON COMPANY, INC., Rapid City, South Dakota

LAWN and GARDEN SUPPLIES



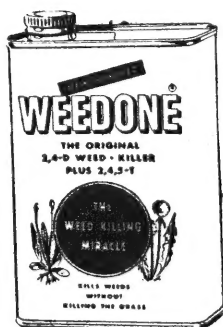
KRILIUM is a synthetic chemical which improves the structure of clay "problem" soils. This conditioner makes the soil stay loose, crumbly and easy to work. Exact application instructions included on each container.

Krilium Merloam — 1 lb. \$1.39 Krilium Loamaker (full strength for economic
5 lb. \$4.95 treatment of large areas) — 10 lbs. \$25.00
25 lbs. \$58.75

ACP SOIL CONDITIONER

ACP CHEMICAL SOIL CONDITIONER contains fertilizer, hormones, and essential mineral elements which help plants to grow in the conditioned soil. Can be used as a dust or spray.

1/2 lb. canister \$1.00 2 1/2 lb. canister \$3.35 10 lb. canister \$10.00



NEW IMPROVED WEEDONE

Kills over 100 weeds and woody plants without killing grass. No vapor injury to nearby susceptible plants. Harmless to people and pets. Ideal for lawn use.

WEEDONE SPRAYER — 59¢

8 oz. \$1.00 Qt. \$2.75 Gal. \$6.95



CRABGRASS KILLER

Will kill crabgrass and mouse-ear chickweed without killing clover, blue grass, fescue and other deep rooted perennial grasses.

6 1/2 oz. can \$1.00 26 oz. can \$3.00

This highly absorbent PEAT MOSS is a weed free, odorless, organic soil conditioner. Excellent, too, for mulching and transplanting.

Large Bale \$4.90

Handy Bale \$3.60

1 bu. bag \$1.30

3 bu. bag \$2.75

PREMIER Swedish & Northland PEAT MOSS CERTIFIED - VACUUM CLEANED



DORMATONE a hormone sprout inhibitor for potatoes and other root crops in storage. 12 oz. canister \$1.00

ROSETONE a combination of hormones and vitamins specially prepared to make your rose bushes flourish.

1/2 oz. 25¢ 3 oz. \$1.00

FRUITONE for tomatoes produces earlier crop and more and bigger tomatoes. 2/5 oz. 25¢ 2 oz. \$1.00

ROOTONE for increased rooting of cuttings, seeds, and bulbs. Trial package 25¢ 2 oz. \$1.00

TRANSPLANTONE a hormone vitamin powder for stimulating roots in transplanting.

Trial Pkg. 25¢ 3 oz. \$1.00

LAWN and GARDEN SUPPLIES

New Process Vigoro[®] Supplies Flowers, Shrubs, Trees, Vegetables, and Grass with the Plant Food Nutrients Needed from Soil!

Apply 3 pounds per 100 square feet for lawns; 4 pounds per hundred square feet of flowers, vegetables, etc.



100-lb. bag	\$5.35
50-lb. bag	3.20
25-lb. bag	1.89
10-lb. bag95
5-lb. bag53
1-lb. bag15

VIGORO TABLETS

1 pkg.	15¢
SPREADER	\$9.95

INSTANT VIGORO

The complete plant food in water soluble form for leaf and root feeding.

½ lb.	\$.75	1 lb.	\$1.15	3 lbs.	\$2.75
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RAP-ID-GRO

The 100% usable plant food that contains hormones that control growth and the essential chemicals and 11 vital food elements. One pound of this equals 176 lbs. of liquid fertilizer or 100 lbs. of other fertilizers. Mix 1 lb. to 22 gal. water.

2 oz. pkg.	\$.25	5 lb. can	4.50
1 lb. can	1.25	10 lb. can	8.75

Good News for Gardeners

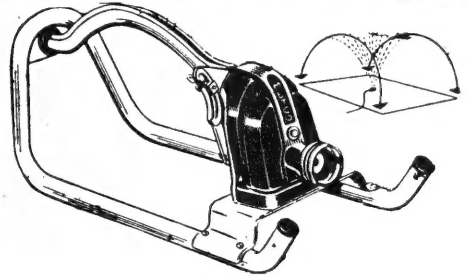
FROM THE MAKERS OF VIGORO

Endo Pest

EndoPest gives you three-way control over most garden pests . . . with one easy-to-use product. Just a few strokes with the exclusive, cartridge refillable dust gun and you have all the protection most gardens need.

Prices

Applicator Gun	\$.85
Refill (10 oz.)65
2-lbs.	1.79



METCO SPRINKLER

Metco's curtain of rain uniformly waters extra large rectangular plots with one or two settings without overlapping.

Model	M	\$12.95
Model	J	10.95

ROWE'L-EZY

All purpose lawn and garden edger **\$4.95**



RED STEER PLANT FOOD

The answer to a ready source of Nitrogen and Phosphorus for lawns, gardens, and field crops. The analysis is 10-20-0.

Price f.o.b. Rapid City

Ton Lots	\$85.40
Less than ton lots (80lb. bag)	3.70



HYPONEX
Grows **BETTER**
Plants **QUICKER**

Complete, balanced plant food builds sturdy plants. Soluble, it assures immediate availability of growth-producing elements. Will not burn.

1 oz. pkg.	10¢	7 oz. can	50¢
3 oz. can	25¢	1 lb. can	1.00



ACP ROSE AND FLORAL DUST

Complete protection against disease, insects, and mites. Use as a dust or spray.

1 lb. canister	\$1.49
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HOTKAPS



Start your Garden Earlier
this year—with **HOTKAPS**

25 pkg.	\$.95
100 pkg.	3.15
250 pkg.	5.90

Use these supplies for a **PRODUCTIVE GARDEN** and **BEAUTIFUL LAWN**

FIELD CROP SEEDS

All seeds are tested and tagged in compliance with State seed laws.
NOTICE--PRICES INCLUDE BAGS AND ARE SUBJECT TO MARKET CHANGES

Bulk Grain Treated - 5¢ per bu. extra

WHEAT

Ask for bulk prices.

RUSHMORE WHEAT

A beardless variety developed at the South Dakota Experiment Station from the cross between Rival and Thatcher. It is rust resistant and less likely to shatter than Rival or Mida. \$3.00 per bu. 20 bu. or more @ \$2.90



OATS

JAMES HULLESS OATS

It is a stiff-strawed, mid-early variety of hulless oats that is resistant to smut and stem rust. Comparing yields in the past few years they have been higher than other oats. \$2.50 per bu. 15 bu. or more @ \$2.40

MIDA WHEAT

Bearded, spring variety that is high-yielding with high test weight. Resistant to bunt, stem rust and most leaf rusts.

\$2.90 per bu. 20 bu. or more @ \$2.80

DURUM WHEAT

Producers claim that it is the surest crop of wheat that can be raised.

\$3.00 per bu. 20 bu. or more @ \$2.90

BARLEY

SPARTAN BARLEY

A two-rowed, smooth-awned, stiff strawed feed barley. It is very early with a high test weight and high protein.

\$1.95 per bu. 20 bu. or more @ \$1.85

L or KINDRED

A rough-awned, six-rowed, barley of high malting qualities.

\$2.00 per bu. 20 bu. or more @ \$1.90

FEEBAR BARLEY

A new early maturing, strong straw, drought resistant, high-protein, feed type barley. A six-row barley.

\$2.00 per bu. 20 bu. or more @ \$1.90

SPELTZ

A dry land grain that withstands more drought, unfavorable soil, and weather conditions than most grains. It is a short-season, early-maturing crop.

\$2.00 per bu. 20 bu. or more @ \$1.90

FALL RYE

\$ 2.25 per bu.

RYE

20 bu. or more @ \$ 2.15

CHEROKEE OATS

A new variety that is somewhat earlier than Clinton oats. Its kernels have a reddish cast, otherwise resemble Clinton.

\$1.65 per bu. 15 bu. or more @ \$1.60

CLINTON OATS

Resistant to stem and leaf rust. Resistant to blight and root-rot disease. Has a stiff straw, therefore, is a good oats for combining. A higher yielder, kernels are plump and more valuable for feeding.

\$1.50 per bu. 15 bu. or more @ \$1.45



BRUNKER OATS

A very early red oat. This variety is adapted to the central and western areas of S. Dak. where early maturity is essential because of drought and grasshoppers.

\$1.50 per bu. 15 bu. or more @ \$1.45

GOPHER OATS

An early white variety that is always a good yielder.

\$1.50 per bu. 15 bu. or more @ \$1.45

Buy with confidence - Plant with confidence - REGISTERED BRANDS SEEDS

R.B. GRASSES



REGISTERED BRANDS PASTURE MIX

High quality pasturage and harvested forage provide the lowest cost feed available for livestock production. Registered Brands Pasture Mix is a selected blend of high quality grasses and legumes that will give maximum production in the terms of pounds of beef per acre. RB Pasture Mix consists of:

30% Brome Grass
10% Tall Wheatgrass
10% Intermediate Wheatgrass
10% Crested Wheatgrass

20% Rye Grass
10% Sweet Clover
10% Alfalfa

100 lbs. \$32.75

If you have a special mixture you want to try, we will custom blend it for you.

BROME GRASS

A hardy, smooth, erect, drought resisting perennial grass that forms an excellent sod for pastures. Resistant to extreme cold and heat. Brome begins growth in early spring, grows throughout the summer, and continues to grow until late fall.

100 lbs.

Canada No. 1 \$24.50
Lincoln Type 37.50

TIMOTHY & ALSIKE

A mixture containing 80% Timothy and 20% Alsike Clover. This makes an excellent pasture and good quality hay. Especially adapted to the Black Hills area.

100 lbs. \$24.50

TIMOTHY

One of the most universally known grasses especially adapted to cool, moist soils.

100 lbs. \$19.75

RYE GRASS (Domestic)

A very quick growing grass that produces a large amount of nutritious foliage, but not as hardy as the Wheatgrasses.

100 lbs. \$16.00

STANDARD CRESTED WHEATGRASS

A perennial bunch grass that is hardy and drought resistant. It is very early in spring growth. During hot dry spells it becomes dormant and resumes growth with cooler weather and more favorable moisture conditions.

100 lbs.

Top Grade \$49.00

INTERMEDIATE WHEATGRASS

This grass is more drought resistant than Brome and somewhat less hardy and drought resistant than Crested. The plants begin in early spring and grow from 3 to 4 feet tall. Relished by all classes of livestock.

Top Grade 100 lbs. \$58.50

SLENDER WHEATGRASS

Another good perennial grass with drought resisting habits. Similar to Western Wheatgrasses. It is well adapted for planting in Wyoming, Montana, Nebraska and the Dakotas.

100 lbs. \$34.50

TALL WHEATGRASS

A new grass for this area. Tall Wheatgrass is very drought resistant and will grow well in almost any kind of soil. Good pasture and hay.

100 lbs. \$49.50

50 lbs. to 100 lbs. add 2¢ per lb. Less than 50 lbs. add 5¢ per lb.

Buy with confidence — Plant with confidence — REGISTERED BRANDS SEEDS

REGISTERED BRANDS ALFALFA

Our Alfalfa Seed is all Northern grown - in western South Dakota, Wyoming and Montana. These varieties are the hardiest available and have proven their hardiness during the last forty years. Free samples upon request.

NOTICE — Prices include bags and are subject to market changes.

DAKOTA NO. 12

This is alfalfa from long established stands which has proven to be superior, and which has survived the extremes in climate during the past 30 years or more.

Per bu. 100 lbs.

Dak. 12 (97% Pure)	\$18.00	\$29.50
Dak. 12 (98% Pure)	22.20	36.50
Dak. 12 (99% Pure)	23.40	38.50

GRIMM

This variety is one of the earliest and best known of the pedigreed varieties. It has proven its ability to withstand drought and winter-killing.

Per bu. 100 lbs.

Dakota Grown (99% Pure)	\$23.40	38.50
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COSSACK

This is a very vigorous growing variety, that is second only to Ladak in hay production. Cossack produces a fine stemmed hay and is particularly well adapted to those areas in S. Dak. where two or three cuttings of hay are obtained. The most popular alfalfa in western S. Dak.

Per bu. 100 lbs.

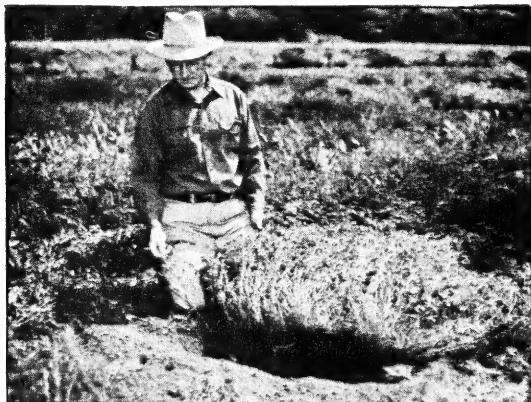
Dakota Grown (98% Pure)	\$22.80	\$37.50
Dakota Grown (99% Pure)	24.00	39.50
Certified Blue Tag	30.00	49.50

NOTICE

The 1953 Agricultural Conservation Program for Pennington County calls for payments for the establishment of additional acreage of perennial grasses and legumes.

(a) Seeding Alfalfa or Alsike Clover	\$.45
(b) Seeding Brome Grass	.20
(c) Seeding Wheatgrasses	.25

See your county committee for full details



Buy with confidence - Plant with confidence - REGISTERED BRANDS SEEDS

All seeds are tested and tagged in compliance with State Seed laws.

RANGER

Ranger is a new variety developed by the U. S. Dept. of Agriculture by combining several superior strains. It is wilt resistant, winter hardy and adapted to our western climatic conditions. Our Registered Ranger is from foundation stock grown in S. Dak. Plant Registered Ranger for seed production as you can certify the seed produced from this seed.

Per bu. 100 lbs.

Ranger (99% Pure)	\$25.80	\$42.50
Certified Blue Tag	31.80	52.50
Registered Blue Tag	34.80	57.50

(From Foundation Stock)

LADAK

The parent material of this variety was introduced in 1910 from Northern India where it had developed for many generations under conditions of low winter temperatures and low annual rainfall. Ladak ranks first in hay yield and first in cold and drought resistance, and is resistant to bacterial wilt.

Per bu. 100 lbs.

Dakota Grown (99% Pure)	\$24.00	\$39.50
Certified Blue Tag	30.00	49.50



Alfalfa & Clover increase land value; they put nitrogen into the soil, especially when the seed is inoculated with Nitratin before planting. AB Culture Group

1 bu. size (Inoculates 60 lbs.)	\$.50
2 bu. size (Inoculates 120 lbs.)	.90
Garden size (Inoculates 8 lbs.)	.15

NOMAD ALFALFA

Here is a new type of alfalfa that really grows in the range country. Unlike ordinary alfalfa, this tough, long lasting creeper grows and spreads underground. It is hard to beat for pasturing - persists under severe climatic and grazing conditions. Planted with an adapted grass it takes only 1 to 2 pounds per acre - alone, 5 pounds per acre.

1 lb. \$1.50

10 lbs. at \$1.45 lb. 25 lbs. at \$1.40 lb.

Certified Blue Tag Nomad Alfalfa

Ask for Prices.

R. B. CLOVER SEED CORN

YELLOW BLOSSOM SWEET CLOVER

A biennial that is not as tall as the White but is about two weeks earlier. It is very drought resistant and desirable for hay, pasture and forage.

98% Pure 100 lbs. \$15.00

99% Pure 100 lbs. \$16.00

WHITE BLOSSOM SWEET CLOVER

This is the standard Sweet Clover of the country. It is a biennial, grows from 4 to 6 feet tall, vigorous grower, extremely hardy and produces abundant hay and pasture.

99% Pure 100 lbs. \$17.00

MIXED CLOVER

A combination of Yellow Blossom and White Blossom Sweet Clover.
100 lbs. \$14.50

HUBAM CLOVER

An annual White Sweet Clover. It produces a good growth early and makes excellent pasture the first year. Also very valuable for plowing under for green manure.

99% Pure 100 lbs. \$17.50

ALSIKE CLOVER

This is a valuable forage crop sown alone or with timothy. Excellent at high altitudes.

99% Pure 100 lbs. \$38.50

MEDIUM RED CLOVER

Makes a good hay and pasture. Adapted for planting with numerous grasses for either hay or pasture.

98% Pure 100 lbs. \$49.50

FLAX

SHEYENNE FLAX

Early maturing, wilt and rust resistant. It produces high quality oil and is adapted for areas where early maturing is essential.

per bu. \$6.25



Steve Shupick and his father of Dewey County are shown above in their prize field of Falconer Dent Corn. We have the seed from this outstanding field of Falconer Dent.

OPEN POLLINATED CORN

SIB-BRED No. 1 - Similar in maturity to Minnesota 13. This is not a hybrid. "Sib-Bred" gives you the strong stalk, root system and disease resistance of good hybrids and a yield of grain and forage much better than that of open pollinated varieties. Flats Per bu. \$7.95

MINNESOTA 13 - A proven variety for western South Dakota. 80 to 85 days maturity.

Per bu. \$4.50 5 bu. or more @ \$4.25

BLACK HILLS SPECIAL YELLOW DENT - A somewhat larger corn than Minnesota 13. Heavy yielder.

Per bu. \$4.75 5 bu. or more @ \$4.50

PAYNE'S WHITE DENT - An early variety especially adapted for western South Dakota. 80 days. Per bu. \$4.50 5 bu. or more @ \$4.25

FALCONER DENT - Early semi-dent. Hardy, drought resistant, and leafy.

Per bu. \$4.75 5 bu. or more @ \$4.50

RAINBOW FLINT - Good silage and fodder corn. 85 to 90 days maturity.

Per bu. \$4.75 5 bu. or more @ \$4.50

WHITE FLOUR CORN - Earliest of flour corns. Good feeding off variety. 75 days maturity. Per bu. \$6.00 5 bu. or more @ \$5.75

GEHU FLINT - High feeding qualities. Drought resistant. 75 days maturity.

Per bu. \$6.00 5 bu. or more @ \$5.75

BLUE SQUAW - Leafy and a good yielder. 85 days. Per bu. \$4.75 5 bu. or more @ \$4.50

SQUAW CORN - Hardy, early, and a heavy yielder. Per bu. \$4.75 5 bu. or more @ \$4.50

HYBRID SEED CORN

REGISTERED BRANDS HYBRIDS



REGISTERED BRANDS HYBRIDS ARE ESPECIALLY ADAPTED TO THIS CLIMATE AND SOIL - THEY ARE GROWN IN THE NORTHERN AREA FOR NORTHERN SOIL AND WEATHER CONDITIONS.

WISC. 341—A Blue Tag - This 90 day hybrid has proven extremely successful in western South Dakota. It is an improvement from the old Wisconsin 355.

\$9.50 per bu. 5 bu. @ \$9.25

WISC. 335 - This Hybrid is earlier and yields better than flint corns. It is a reddish colored corn similar to the old Northwestern Dent. Matures in 85 to 90 days.

\$9.50 per bu. 5 bu. or more @ \$9.25

RB-80 - One of the earliest hybrids developed. Full dent corn and excellent quality grain. It will please any 'corn man'. 80 days. Flats per bu. \$11.90

5 bu. or more @ \$11.40

RB-85 - Excellent stalks - big, mature ears-high quality grain. Rates high in germinating qualities in cold, wet soil. 85 days. Flats per bu. \$11.90

5 bu. or more @ \$11.40

RB-90 - The high yield of this hybrid is its outstanding characteristic. Excellent standability, easily husked. 90 days. Flats per bu. \$11.90 5 bu. or more @ \$11.40

REGISTERED BRANDS GRAIN BLEND - Grain Blend is particularly adapted to short season areas. Ideal for pasturing, bundle feeding, very early silage, and grain corn. Flats per bu. \$7.50

Rounds per bu. \$6.50

REGISTERED BRANDS "HY-SILO" - Silo and fodder blends. Fast starting, leafy hybrid strains of slightly varying maturities go into this selected blend. Flats per bu. \$7.50

JACQUES HYBRIDS

JACQUES 802 - A strain that has been especially developed for the northernmost areas of corn production where a truly early dent-type is desired. Easy to harvest by hand or machine. 80 days. Flats per bu. \$12.85

JACQUES 853 J - This early 85 day hybrid affords many of the desirable characteristics usually found only in considerably later corns. Stalk is sturdy and ears are thick and well filled with deep kernels on a medium sized cob. An easy husker. Flats per bu. \$12.85

JACQUES 901 JA - The dark green sturdy plants of this hybrid stand 7 feet tall. It has good cold tolerance and the high yield and improved husking qualities indicate that it will become popular as an early grain variety. 90 days. Flats per bu. \$12.85

JACQUES "KOW SALAD" - The perfect silo corn. Top-performing Jacques Hybrids of varying maturities are carefully blended in "Kow Salad" to give you a crop that will remain in prime condition for ensiling for a long time in the fall. Flats per bu. \$9.90

KINGSCROST HYBRIDS

Hardiness - High yielding ability - Drought resistance are all found in KINGSCROST.

KINGSCROST KF-1 - 80 days maturity. Flats per bu. \$12.90 A semi-dent.

KINGSCROST KE-3 - 80 days maturity. Flats per bu. \$12.90

KINGSCROST KE-2 - 85 days maturity. Flats per bu. \$12.90

KINGSCROST KE-1 - 90 days maturity. Flats per bu. \$12.90

KINGSCROST WHEATLAND BLEND

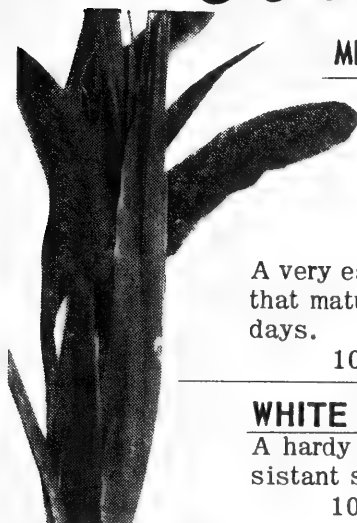
A blend of extra early maturing hybrids. This is an outstanding blend of round kernels for this section of the country. \$8.00 per bu.

The cost of planting an acre of hybrid seed corn is about \$1.25. Although hybrid varieties are somewhat more expensive than open-pollinated corn, it takes less seed per acre when planting a hybrid.

NOTICE—Prices include bags and are subject to market changes.

McMAHON COMPANY, INC., Rapid City, South Dakota

REGISTERED BRANDS MILLET, SUDANS and FORAGE



MILLETS

EARLY FORTUNE (Red Proso)

A very early grain millet that matures in 60 to 70 days.

100 lbs. \$ 6.50

WHITE PROSO

A hardy and disease resistant strain.

100 lbs. \$ 7.00

GERMAN MILLET

Has long heads, stems are small, luscious, and highly palatable. This is a variety very valuable for hay and forage.

100 lbs. \$ 9.00

SIBERIAN

A hardy, drought resistant variety that matures in 65 to 70 days. The forage is quite palatable, and the seed has a high feeding value.

100 lbs. \$ 9.00

SUDAN GRASSES



SWEET SUDAN GRASS

A newer variety that has a high sugar content. It is leafier, higher yielding, more disease resistant, and more vigorous in growth than common-sudan.

100 lbs. \$ 17.50

SUDAN GRASS

SUDAN GRASS (Colo. grown)

An excellent forage crop grown for both hay and pasture. Will produce several cuttings.

100 lbs. \$ 15.50

NORGHUM

An extra early, high yielding, drought resistant, new variety of grain sorghum released from the S. Dak. Experiment Station in 1949. It is a combine type which grows from 36 to 46 inches tall.

100 lbs. \$ 7.50

FORAGE SORGHUMS

RANCHER SORGHUM

This safe, drought resistant sorghum has a sweet, leafy stalk and is an excellent producer of forage.

100 lbs. \$17.00

HONEY DRIP CANE

Large, leafy, sweet variety producing good forage.

100 lbs. \$ 15.50

SUMAC CANE

It is very leafy, sweet and has high feed value. A good forage crop.

100 lbs. \$ 15.50

BLACK AMBER CANE

Matures in 80 to 100 days. Will stand hot, dry weather.

100 lbs. \$ 15.50

KANSAS ORANGE CANE

Sweet, leafy cane that matures in 90 to 100 days.

100 lbs. \$ 15.50

ROX ORANGE

A very sweet stalk sorgho that matures in mid-season.

100 lbs. \$ 15.50

SWEET STALK KAFFIR

An early maturing white Kaffir growing on a white stalk. A dual purpose crop providing good grain and palatable fodder.

100 lbs. \$ 8.75

NORKAN

A cross between Atlas and Early Sumac. Semi-sweet stalk. Seeds white, palatable. About 10 days earlier than Atlas. Grows about 60 to 70 inches tall.

100 lbs. \$13.50

DWARF ESSEX RAPE

Contains the necessary elements to give young stock proper growth.

100 lbs. \$ 19.50

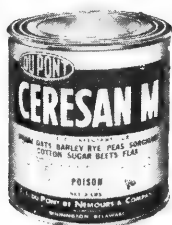
COES SORGO

35 to 50 inches tall, leafy, slender stalk, semi-juicy, very early. Seed heads long erect and semi-compact, seeds white. A dual purpose sorghum.

100 lbs. \$ 7.50

Buy with confidence - Plant with confidence - REGISTERED BRANDS SEEDS

INSECTICIDES *and* POISONS



CERESAN M to control smut and other seed-borne diseases on wheat, oats, barley, flax and sorghum seeds.

1 lb. treats 32 bu. of grain.

14 oz. \$1.25 3 lbs. \$3.55 40 lbs. \$35.80

ARASAN to reduce seed decay, root rot, damping off and other disease organisms in corn, sorghums, grasses and legumes.

3/4 oz. \$.25 8 oz. \$1.00 2 lbs. \$3.20

SEMESAN BEL for Irish and Sweet potatoes. Treat Irish potatoes to reduce seed rotting, surface seed-borne Rhyoctonia and scab.

2 oz. pkg. \$.50 1 lb. can \$2.30



DDT FLY SPRAY

A Purina product for Farm Buildings and Stock Cattle.

1 lb. canister \$1.00
4 lb. Bag 3.05



LIN-DAIRY SPRAY

Approved by the Live-stock Sanitation Committee for use on Dairy Cattle.

1 pound \$3.50

PURINA HOME FLY SPRAY

Kills any household insect pests such as flies, gnats, mosquitoes, bedbugs, etc.

Pint \$.40 Quart \$.75

COLO.44 FARM & DAIRY SPRAY

Recommended for use on Dairy Cattle can be used on any livestock or pets to rid them of lice, ticks, fleas, hornflies, etc. Concentrated form, dilute with water.

1 pt. \$2.40

JET POWER INSECT KILLER

Comes in an easy to use jet dispenser for killing flies, moths and many other household insects.

12 oz. \$1.49

INSECTICIDE BOMB

For killing household insect pests.
12 oz. \$.99

PENTADINE CONCENTRATE

One spraying of Pentadine a year in your poultry house will keep it free from mites. Pentadine is also a wood preservative for control of decay and termite infestation of lumber, posts, etc. Affords effective protection against mildew, borers, blue stain, mold, Lyctus (Powder Post) beetles. Dilute 1 to 10.

1 gallon \$3.20

CYANOOGAS

Kills rodents instantly - rats, moles, gophers, etc. Also wasps, hornets and other pests.

1 pound can \$1.00



d-CON

RAT AND MOUSE

POISON



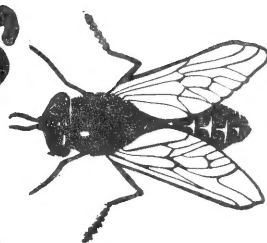
Contains Warfarin & Lurex (rat attractant). Rodents die gradually from internal hemorrhages generally within 3 to 6 days after first feeding, thus eliminating bait shyness.

Mouse Prufe \$.89
Ready Mix 1.69
Concentrate 2.98



INSECTICIDES

Prices Subject To Change Without Notice.

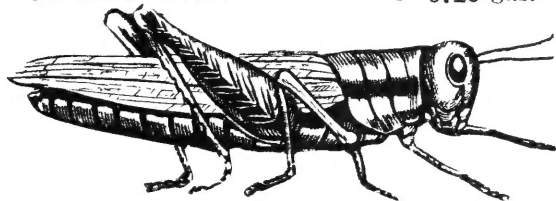


EMULSIFIABLE CHLORDANE CONCENTRATE

Controls agricultural insects. Can be diluted with either water or oil. Contains 4 full pounds of Chlordane in each gallon. Easy to use in high or low volume application with airplane, ground or hand equipment.



8 oz.	.98
Pint	1.50
Quart	2.50
Gallon	6.75
5 Gallon Drum	@ 6.45 gal.
30 Gallon Drum	@ 6.20 gal.



ALDRIN

(Contains 2 lbs. Aldrin per gallon) A liquid concentrate recommended for grasshopper control. Keeps killing for a week.

1 gallon	\$7.30
5 gallon drum @	7.00 gal.
30 gallon drum @	6.75 gal.

TOXAPHENE

(Contains 6 lbs. Toxaphene per gallon) Effective as an insecticide for grasshoppers, lygus bug, and many other insects.

1 gallon	\$4.75
5 gallon drum @	4.50 gal.
30 gallon drum @	4.25 gal.

LINDANE

A wettable powder that has many uses - controls flies and mosquitoes in dairy barns and other farm buildings; lice, mange and ticks on livestock; insects on garden plants and trees.

1 pound	\$2.75
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COLORADO .44 KILZIT

Contains 2% Chlordane in a refined oil base, fortified with a quick knockdown agent. Excellent for indoor insect control.

\$.59 per pint



GOLD STAR LIVESTOCK SPRAY

Has 100% active ingredients. Has combination of four killing agents and should kill what you have.

Pints \$1.95	Quarts \$3.75
Gallons \$11.62	



50% WETTABLE DDT

Is in powder form readily soluble in water for spraying or as a dip. It is good for killing flies and many other insects.

4 lb. Bag	\$ 2.00
50 lb. Bag	20.00

34% EMULSIFIABLE DDT

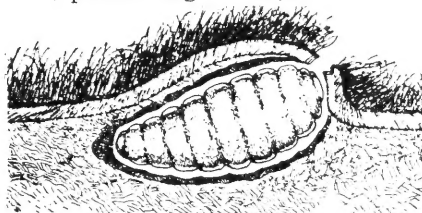
A residual surface spray for walls in barns, etc. Kills flies, mosquitoes, roaches and many other insects. Dilute with water or oil. One gallon sprays 100 square feet.

1 gallon	\$3.70
5 gallons @	3.20 gal.

BENZENE HEXACHLORIDE

A wettable powder, containing 12% Gamma Isomer, which forms a suspension spray when mixed with water. There is a good residual kill. It kills DDT resistant flies and may be used in dairy barns and milk rooms in accordance with U. S. Department of Agriculture recommendations.

1 pound	\$.90
5 pound bag	2.25



ROTENONE GRUB DUST

A non-fibrous wettable rotenone concentrate powder containing 5% rotenone and other cube resins. It comes in powder form ready to mix with water for spraying grubs, lice and sheep ticks.

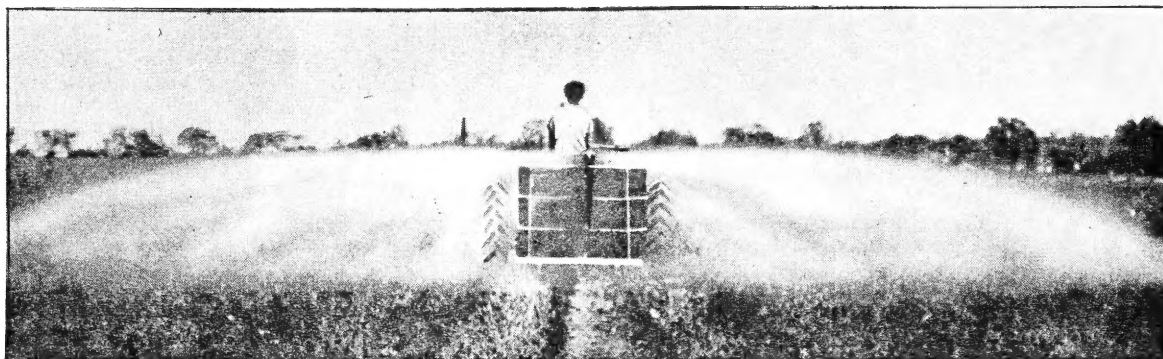
7½ lb. bag	\$3.60
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FIELDS

LIVESTOCK

SPRAYERS

ROADSIDES & FENCE ROWS



BRODJET FARM AND ROADSIDE SPRAYER

Brodjet Boom (Two-way Spray, up to 44 ft. Swath)	\$ 65.50
PTO Pump Kit (Medium Pressure with Brodjet Boom)	140.90
PTO Pump Kit (High Pressure with Brodjet Boom)	162.25
Tommyjet (Single Tip Hand Gun with choice of Tip)	11.65
Double Swivel Assembly (Complete with Tip, Caps and Orifices)	20.10
Hydro Ball Bearing Tractor Pump (Self-priming - Delivers approximately 15 gallons per minute at 600 RPM - Pressure range from 0 to 350 pounds per square inch.	54.40

HAND SPRAYERS, PRESSURE SPRAYERS AND DUSTERS

5 oz. Sprayer	\$.29
½ pt. Sprayer	.47
1 pt. Sprayer	.69
1 qt. Sprayer	.89
2 qt. Sprayer	1.59
1 ¾ gal. Pressure Sprayer	9.90
3½ gal. Pressure Sprayer	11.20

HUDSON TROMBONE JR. SPRAYER

Ideal for all-around spraying. Adjusts to any spray, fine, medium or coarse. Develops 150 lbs. pressure. Throws a 25 to 30 foot stream. An 18 inch curved extension gives extra range and easy spraying in any direction.

Price \$7.60

WEED KILLERS

WEEDONE LV4 - emulsifiable butoxy ethanol (low volatile) ester formulation of 2,4-D. Contains 4-pounds 2,4-D acid equivalent per gallon. You use less because there's more kill to the ounce.

1 gal. \$6.90 5 gal. @ \$6.65 gal.
30 gal. @ \$6.40 gal.

WEEDONE CONCENTRATE 48 - emulsifiable ethyl ester formulation of 2,4-D. Contains 3-pounds 2,4-D acid equivalent per gallon. Can be mixed in common petroleum solvents. Sticks rain or shine.

1 gal. \$4.80 5 gal. @ \$4.55 gal.
30 gal. @ \$4.30 gal.

WEEDAR 64 - amine salt formulation of 2,4-D. Contains 4-pounds 2,4-D acid equivalent per gallon. Particularly useful for treating weeds in crops.

1 gallon \$5.18
5 gal. @ \$4.93 gal. 30 gal. @ \$4.68 gal.

WEEDONE BRUSHKILLER 64 - butoxy ethanol (low volatile) ester formulation containing 1 1/3-pounds 2,4,5-T plus 2 2/3-pounds, 2,4-D acids equivalent per gallon. Kills those hard to kill woody plants.

1 gallon \$9.90 5 gal. @ \$9.60 gal.

WEEDONE BRUSHKILLER 32 - Half strength of Brushkiller 64.

1 quart \$3.95

WEEDAR MCP - alkanolamine salt formulation of 2-methyl-4-chlorophenoxyacetic acid. Contains 2-pounds MCP acid equivalent per gallon. For killing weeds in alfalfa and flax. 1 gallon \$7.35

5 gal. @ \$7.10 gal. 30 gal. @ \$6.87 gal.

ACP GRASS KILLER (TCA 90%) - contains 90% sodium trichloroacetate. Kills all vegetation and leaves the ground dormant for a period of 90 days.

10 pounds \$5.40

CHICKS *and* SANITATION SUPPLIES



The chicks we offer you are embryo-fed chicks of the highest quality. They are bred:

1. For Greater livability
2. From disease inspected flocks
3. For higher egg production

EARLY CHICKS MAKE MORE MONEY!
Chicks purchased now will begin to lay in the early fall when egg prices are at their peak. Order your chicks early!

1953 PRICES ON DAY OLD CHICKS

BREEDS	Straight Run Per 100
White Rocks	\$16.50
New Hampshires	16.50
White Leghorns	16.50
Austra Whites	16.50
Leg - Hamps	16.50
Rhode Island Reds	16.50
Delaware X Hamps	16.50
Delaware	22.50
Hamp - Whites	16.50
White Wyandottes	Special Orders
Buff Orpingtons	Special Orders

TERMS: \$2.00 per 100 chicks when ordered - balance upon arrival. Add one cent per chick on orders of less than 100. Prices on sexed chicks will be furnished upon request. Special Broiler or Fryer Breeds. We guarantee 100% live delivery. Prices are subject to change without notice.



Use **PURINA**
CHEK-R-TABS
for Safe Water

50 Tablet size -.50 150 Tablet size -1.00
600 Tablet size -3.00

It's GOOD QUALITY — not cheap quantity — THAT PAYS!

FEEDERS & FOUNTS

Rabbit Feeder	\$1.50
Chowder hopper and Guard (hanging feeder)	
25 lb. capacity \$3.75 12 lb. capacity \$2.50	
48 inch all metal growing feeder	3.25
36 inch all metal growing feeder	1.60
24 inch all metal chick feeder	.40
5 qt. metal water fount	1.35
Chick fount base, glass	.16
Electric automatic water warmers	5.45
Brooder thermometers	.50
250 watt Heat Bulb & Reflector (complete)	2.75

CHLORENA POWDER

Use Chlorena Powder to keep feeders and founts sweet and clean and for general use whenever a fast-acting chlorine type product is desirable.

1 Pound	\$.85
3 Pounds	2.00



PREMIER PEAT LITTER

One Large Bale Covers Approximately 300 Sq. Ft. One Inch Deep.

Large Bale	\$4.90
Handy Bale	3.60

Also available in 3 bu. size.



CHEK-R-TON

Poultry Wormer

1 lb.	\$.50
3 lbs.	1.45
6 lbs.	2.75

50 lb. Chek-R-Ton Granules \$5.45

POULTRY LICE POWDER

1 lb. can	\$.45
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INSECT OIL

Wood Preserver-Mite Killer

1 Gallon size	2.45
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DISINFECTANT

The one powerful tool for all sanitation needs.

Pint	\$.75	Gallon	\$4.85
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SULFA-NOX - LIQUID

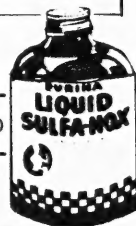
Purina Sulfa-Nox is a new "Wonder-Drug" product that will stop either Coccidiosis or Fowl Cholera, when used properly.

½ Pint	\$.65
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POULTRY INSECTICIDE

A new Purina product that kills mites and lice.

Quart	\$1.50
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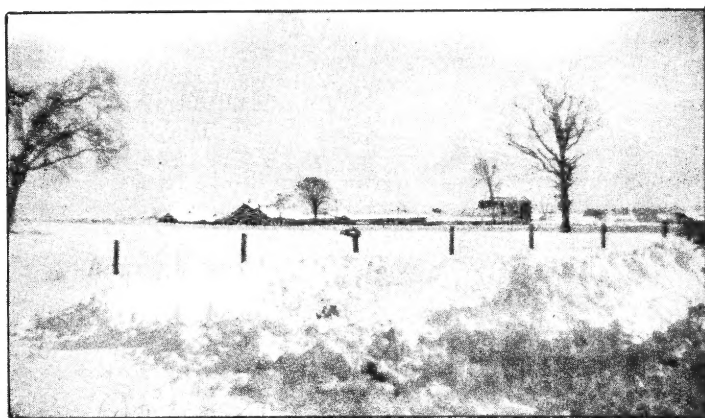
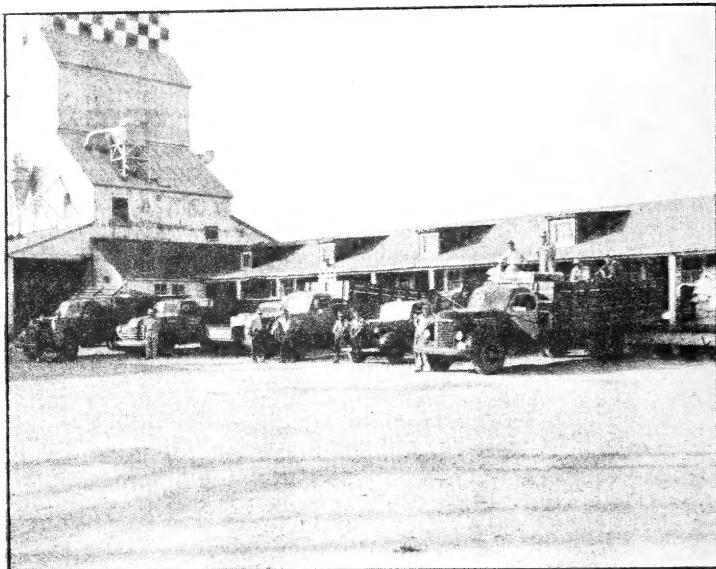
FOR MORE THAN HALF A CENTURY



J. R. McMAHON

the McMahon Company has been selling to and buying from farmers and ranchers. As the country grew so did our company - meeting the needs of its customers throughout the years by carrying out the policy of bringing them the **FINEST FIRST** in Seeds, Feeds, and Agricultural Chemicals; and by establishing a fair market for their produce. The fact that fully 80% of the alfalfa fields in this area were planted with McMahon Company seed or yields from our seed, speaks for itself. Since the proof of the product is in the job it does, **ALL** the products we offer you are selected for **PERFORMANCE**. We will continue to bring you the **BEST**.

During "alfalfa seed season", the McMahon Company Warehouses buzz with activity. The latest cleaning equipment is employed in our plant to assure producers of the best possible job on their seed. Shown to the right are trucks unloading alfalfa seed belonging to growers Herman Brost, Frank Arbuckle, Hank Seiler, Joe Short and Harold Joyce.



Black Hills Alfalfa is grown successfully in almost every state in the Union. To the left is a picture of the Floyd Barlow Ranch in Shoreham, Vermont where he and his neighbors praise the results of alfalfa seed purchased from us.

RETURN POSTAGE GUARANTEED

McMAHON COMPANY, INC.

Rapid City, S. D. and Sturgis, S. D.

BOX HOLDER
LOCAL
RURAL ROUTE

Sec. 34.66 P. L. & R.

U. S. Postage

PAID

Rapid City, S. D.

Permit No. 5